

Historic, archived document

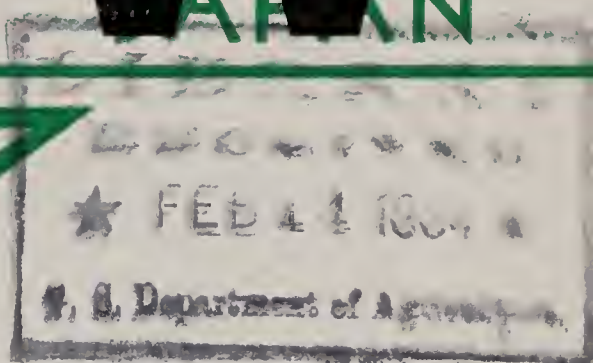
Do not assume content reflects current scientific knowledge, policies, or practices.

62.30

BOSTON NEW YORK
LOS ANGELES SAN FRANCISCO
DETROIT SEATTLE ATLANTA
INDIANAPOLIS KANSAS CITY
ST. LOUIS LONDON TORONTO
AUSTRALIA EUROPE JAPAN

GIANT SHOW

SPRING
1934



Dahlias

SUCCESS

DAHLIA GARDENS

171 FERRY ST. LAWRENCE, MASS.

GENERAL INFORMATION

TERMS: Remittance with order on or before shipment. Retail orders are delivered prepaid. Please remit by Bank Draft, Post Office Order, or Registered Mail. Remittance must be made by Postal Money Order from Canada or other foreign countries. No plants sent C. O. D.

ORDER EARLY and avoid disappointment should your choice of variety desired be sold out. Orders are filled in rotation as received. If for any reason we are unable to fill an order complete we will assume no responsibility in excess of purchase price of stock we are unable to supply.

SHIPPING: We begin shipping tubers about April 15th unless otherwise desired. Green plants are shipped from May 15th to June 15th.

SUBSTITUTION: We never substitute without permission, but suggest you mention a second choice.

CULTURE: Complete instructions for growing Dahlias will be sent with each order.

GUARANTEE: All stock is guaranteed to be true to name and in growing condition upon arrival. If for any reason it is found otherwise, please return at once and we will cheerfully replace or refund purchase price if requested to do so.

GREEN PLANTS: Our green plants are all base cuttings, which make stocky, well rooted plants that will grow and produce fine blooms and make good clean tubers. Our plants are grown in a greenhouse specially built for this purpose. They are grown under moderate heat, and at the proper time are hardened off in cold frames. We have shipped green plants to California and they arrived in fine condition.

COMMERCIAL GROWERS: We cater to a high class retail trade, but we will allow the usual trade discount on our own introductions and on other varieties where our stock will permit, except where prices are net. Write for discount mentioning varieties wanted. We grow many varieties not listed.

ABBREVIATIONS: C., Cactus; H. C., Hybrid Cactus; D., Decorative; P., Peony-flowered; I. Dec., Informal Decorative; F. Dec., Formal Decorative; S. C., Semi-Cactus.

NOTICE: This list cancels all previous prices.

NOTE: We have used the originator's description mostly in describing many of the newer varieties but we are not responsible as to the perfect color description, size or habit of the Dahlia described, as different soils and climatic conditions often cause plants to produce blooms that vary somewhat from color described.

OUR GREETINGS FOR 1934

MR. J. J. BROOMALL, Eagle Rock, California, who is nearing his 76th birthday and Mr. C. W. Ballay of Palo Alto, California, join me in extending our warmest greetings to our many friends and customers. We wish to thank you all for your generous patronage and for the confidence you have shown in us and in our Dahlias, that has given us the reputation for giving full value for every dollar.

We deeply appreciate this confidence and reputation; it is our most cherished possession. We have from the start pledged ourselves to the service of our customers, believing the Golden Rule to be a first class business principle. Like begets like and we find this same spirit abounds among our many friends.

As we have said so many times before, we are not exhibition growers. Awards mentioned are all won by our customers and they have proven our Dahlias to be the class of the world.

Our new introductions for the 1934 season, we believe will measure up with those of the past. Those of you who show them during the coming season will be proud possessors of medals and cups they will win for you. And that IS a grand and glorious feeling.

To the newcomer and prospective customer:

We solicit your patronage and assure you that your orders will receive our personal attention. A trial order will convince you that our stock, service and business methods are all designed to make you one of our "SUCCESS FAMILY."

No transaction is complete with us until our customer is satisfied in every way.

Sincerely yours,

CHARLES G. REED

TO MY FRIENDS

We take pleasure in presenting our 1934 Introductions. They are, we believe, fully on a par with our previous offerings.

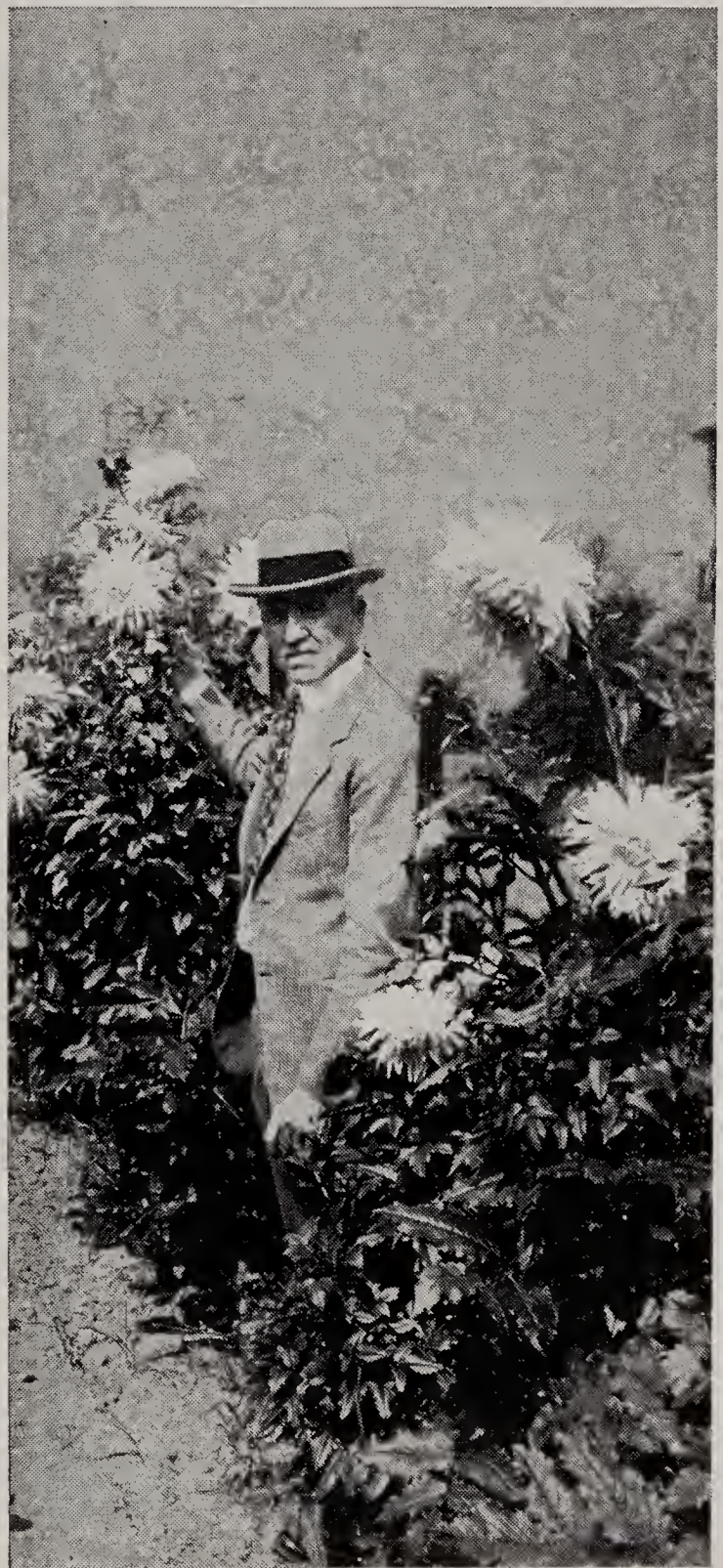
We wish to call your attention to our "Three Musketeers" for this year, namely "Arela Lloyd," "Grandee," and "The Fireman." These three are particularly outstanding new introductions.

"Margaret E. Broomall" was a great success last year and is bound to again sweep everything before it in its class.

"Murphy's Masterpiece" had wonderful success wherever it was shown and the Eagle Rock line secured its usual share of glory last year.

We take great pride in these outstanding prize winners and take this opportunity to wish you all a successful season in 1934.

CHARLES G. REED



EARLY SHIPMENT NOTICE

As we are supplying a great majority of commercial growers with the best in Dahlias and because of their constant request for early shipments, we wish to state that we use great care to protect any and all shipments so that the shipment will arrive at its destination in the best possible condition. But it is understood that **we assume no responsibility for injury by freezing or otherwise on any order shipped before April 1st.** We advise the shipping of early orders by express, as the express concerns are liable for any kind of loss while in transit. Parcel Post packages are not or cannot be insured against loss by freezing. They are only insured to guarantee delivery at destination, but special attention is given perishable shipments by mail. In all our experience in shipping early orders, very few have failed to reach the purchaser in the best of condition, but still we wish to protect ourselves as many orders are large and very valuable. Therefore we urge again express shipments up to April 1st. Protect yourself by requesting express shipment before the above date.

We are exclusive introducers of the famous Broomall Originations and Eastern Distributors of the well known Ballay prize winning Dahlias.

To Our Patrons and Friends:

We are pleased to announce that we have been fortunate in securing Mr. Charles G. Reed of the Success Gardens, Lawrence, Massachusetts, to represent us in the Eastern market. Mr. Reed is one of the best known Dahlia growers on the Atlantic Seaboard. He has been growing our Dahlias and is therefore in position to speak of their merits when grown under Eastern conditions. All orders originating in the territory east of the Mississippi River should be sent direct to Mr. Charles G. Reed, 171 Ferry St., Lawrence, Mass. Orders from the Pacific Coast and all territory west of the Mississippi should be sent to us as heretofore.

In being relieved of the responsibility of handling the Eastern trade we will have more time to devote to the creation of superior new varieties which we hope to offer you in the near future. In this connection, might add that we have some very fine ones to release this season.

Yours for more and better Dahlias,

C. W. BALLAY

A Message to My Friends:

Quite a number of my friends and former customers not understanding why they fail to receive my catalog, I feel that an explanation will be in order. Owing to failing eyesight and inability to properly attend to my rapidly growing Dahlia business, I disposed of my mail order business to Mr. Charles G. Reed of the Success Dahlia Gardens, Lawrence, Massachusetts.

All requests for catalogues and information in regard to prices, etc., should be addressed to the Success Dahlia Gardens, Lawrence, Mass., as I have retired from the mail order business and will issue no more catalogues.

I want to thank my friends for the many favors I have received in the past, and to assure them that they will receive the same careful attention from Mr. Reed as I have endeavored to give in previous years.

I expect to continue my work at the Eagle Rock Dahlia Farm in my efforts to improve the Dahlia, and Mr. Reed will have the sole right of introducing the new varieties that I hope to be able to develop.

Sincerely and gratefully yours,

J. J. BROOMALL

BALLAY-SUCCESS SUPER-DAHLIA ORIGINATIONS FOR 1934

Again we announce these super-great Dahlias for your kind consideration. We do not exaggerate when we are offering a Dahlia. We introduced "Satan" as a 12½ inch bloom and the past year many growers have produced blooms from 12 to 16½ inches. We said "Full Moon" was a 12 inch Dahlia and it has been grown consistently over that size up to 14 inches. When we say that "Grandee" is a 15 inch Dahlia we mean every word in that statement. We have grown all these varieties in Lawrence, Mass., and found them really outstanding with "Grandee" the largest, but still many visitors fell in love with the others, especially "Cadet," "Elegance" and "Florentine." Referring to "Eugenia Ballay," we are certain that Mr. Ballay would name nothing but a wonderful Dahlia after his dear mother. We have included our new one "The Fireman" along with the other aristocrats, as there is just where it belongs. We are the exclusive introducers of the Ballay originations east of the Mississippi River. Send your order direct to the Success Dahlia Gardens if living in the above section of this country.

THE MID-WEST DAHLIA NEWS

I think the real Dahlia fan is always seeking something new or interesting about the Dahlia. It may be Dahlia gossip, it may be at a Dahlia meeting or it may be a Dahlia bulletin or magazine, but anyway it has to be something about the Dahlia. You wanted to know what to grow or how to do this or that, so several Dahlia Societies issued Dahlia Bulletins for their members and the usual cost to their members was \$2.00 a year, but you had to be a member of the society to get the bulletins, and by the way all growers should belong to some Dahlia Society.

Now, I have good news for all Dahlia growers. There is being published as fine a Dahlia magazine as I have seen and it is called the MID-WEST DAHLIA NEWS. It is published by a real Dahlia fan, Mr. D. O. Eldredge of 170 Talmadge St., Madison, Wis. This is an independent magazine owned and published by Mr. Eldredge. Perhaps you have never heard of it but I want my friends to try it. It has all kinds of interesting matter pertaining to the Dahlia, Dahlia societies, trial gardens, new varieties, how to grow, to exhibit, show reports, etc. It is not the desire of the publisher to chisel in on the members of any society; it is not published to chisel in on any other Dahlia publication. It is published for the one reason to offer a publication where everybody can speak plainly just what he has in his mind, to discuss matters that will bring about a more united group of Dahlia growers and fans. The columns are open to all. Questions will be answered. It may be of interest to my friends to know that I have accepted the position of Associate Editor with this new publication. My first contribution will appear in the April issue and the title is "The Melting Pot," a subject covering the trial gardens in this country and especially the American Dahlia Society Trial Garden at Storrs, Conn. If you wish to receive this publication issued quarterly, just tuck a dollar bill in an envelope and send it to me or to the publisher direct whose address is mentioned above. And remember that about fifty commercial growers are advertising in the January issue. There is a reason.

CHARLES G. REED, Associate Editor

AMERICAN DAHLIA SOCIETY TRIAL GARDEN PROF. ROLAND H. PATCH, Director Storrs, Connecticut

There is no better way of having your new seedling in general demand than to send it to Storrs and receive a Certificate of Merit. If it can't make the grade there must be some good reason for the many judges to turn it down.

On the other hand the world loves a winner. It is my experience that many more sales are made on a new variety if it made good at Storrs. Many fall by the wayside but remember that "Jersey Beauty," "Jane Cowl," "Elite Glory," "Murphy's Masterpiece," "Margaret E. Broomall," "Eagle Rock Fantasy" and in 1933 "Arela Lloyd" the unknown were crowned Champions, which means a great future in the Dahlia world and you too may have another champion, who knows?

Why not spend \$3.00 and send three roots or plants to Storrs this year. Drop Prof. Patch a line for full information. The commercial growers are searching the world for new varieties.

CHARLES G. REED

JOIN THE AMERICAN DAHLIA SOCIETY

C. Louis Alling, Secretary
251 Court Street, West Haven, Conn.

I extend you a cordial invitation to join the above society. As a member you will receive four quarterly Bulletins, containing show and trial garden reports, and all in all it is a fine Dahlia publication. I am sure the secretary will be pleased to send you a sample copy of the Bulletin gratis. The dues are \$2.00 per year payable in advance. Join now.

CHARLES G. REED

Honorary Vice-President

NATIONAL ASSOCIATION OF COMMERCIAL DAHLIA GROWERS, Inc.

Every reputable commercial dealer or grower should join this live association. Purchasers of Dahlia stock are assured of a "Square Deal" if they purchase stock from a member. For full particulars drop a line to Mr. Thomas Leavitt, Secretary, Assinippi, Mass.

CHARLES G. REED
Organizer and Past President

LARGEST DAHLIA BLOOM EVER GROWN

I had considerable pleasure in displaying an enlarged photograph of little Miss Jean Tarter with her sweet little grin, holding an enormous bloom of "Murphy's Masterpiece" at the American Dahlia Show in New York last fall. I think we sort of stole the whole show with this little stunt. We asked the visitors to guess on the diameter of this glorious bloom and we had a great time and a lot of fun and made many new friends. We offered a \$10.00 prize in Dahlia roots to those who guessed correctly and here they are:

Mrs. Jos. J. McLaughlin, Bloomfield, N. J.	Mrs. Leo Gondeck, West Brighton, L. I.
Mr. Thos. Mannion, Jr., Jersey City, N. J.	Miss Francis R. Burgie, Corning, N. Y.
Dr. J. R. Beard, Brooklyn, N. Y.	D. J. Sandt, Easton, Pa.
Mr. Chas Jelinek, Freeport, N. Y.	Mrs. H. A. Jones, Floral Park, L. I.
E. D. Eckert, Oradell, N. J.	Mary A. Bonnell, Summit, N. J.
Miss Irene Schult, Springfield, L. I.	Mrs. G. C. Davis, Carlstadt, N. J.
Mrs. J. Schafer, Flushing, N. Y.	Henry M. Kope, Bellaire, L. I.
C. F. Meder, Valley Stream, N. Y.	W. L. Redington, Sloatsburg, N. Y.
Marguerite Hering, Bronx, N. Y.	Frank Rugg'es, Jamaica, N. Y.
Mrs. C. N. Horne, Belleville, N. J.	Miss Marjorie Hutcheson, Scarsdale, N. Y.
Gus. J. Talesik, Bronx, N. Y.	Mrs. H. G. Smith, Cedar Grove, N. J.
Charlotte W. Schmidt, Jamaica, N. Y.	Esther Lignori, New York, N. Y.
Wilma C. Wagner, Cresskill, N. J.	Mrs. Rhatigan, Brooklyn, N. Y.
E. L. Gould, Verona, N. J.	E. Lorey, Woodhaven, L. I.
D. B. Edward, Larchmont, N. Y.	Mrs. Robert Graham, Brooklyn, N. Y.
Mrs. C. F. Martin, Cedar Grove, N. J.	

The attested size of this remarkable bloom was 17 inches in diameter and 8 inches deep. It was grown by little Jean's granddaddy, Mr. M. H. Davidson, Wytheville, Va. I congratulate these folks for their good judgment in guessing the correct size, there being over seven hundred who did not guess the size. The largest guess was 23 inches, and the smallest was 8½ inches. I hope to attend the New York show again next year and I cordially invite all the contestants this year to call around to our display and say hello again. The prizes will consist of exhibition Dahlias and will be sent to the winners prepaid in May, and I wish them every success with them. A reproduction of photograph will be found in this catalog. Is Jean happy?

CHARLES G. REED

P. S. Hope to have some other novelty for next year. — C. G. R.

WHAT OUR FRIENDS HAVE TO SAY TO US

Extracts from letters received from some of our friends show extraordinary results they have achieved with Success introductions.

Mr. Thomas L. B. Martin of Milwaukee writes: "Grew three plants of 'Eagle Rock Fantasy,' and WHAT a Dahlia. I had five blooms on one plant and four measured over 13 inches in diameter, and the one we measured yesterday, the finest bloom I have ever seen, perfect and 16¼ to 16½ inches in diameter."

Mr. Clinton Terwillger of Mahwah, N. J., writes that he grew "Satan" to 15 inches, "Achievement" to 14 inches, "Murphy's Masterpiece" to 14 inches, and "Eagle Rock Fantasy" to 13½ inches.

Mr. W. J. Etherington of Westwood, N. J., grew "Eagle Rock Fantasy" to 13½ inches, "Satan" to 14½ inches and "Murphy's Masterpiece" to 13½ inches. He writes, "They are three it's hard to beat."

Mr. H. H. Robens, Chagrin Falls, Ohio, grew "Satan" to 13½ inches in diameter and 8½ inches deep.

Mr. J. Lewis Roberts of Chicago, Ill., writes, "First time I ever exhibited. I therefore entered Novice class at the World's Fair, I won sweepstakes in my class. The reason I am writing you this is in order that you may appreciate what I have to say about your introductions. 'Murphy's Masterpiece' was the largest in my garden but had none for the show. 'Satan' was first for largest and most perfect bloom. 'Eagle Rock Fantasy' bloomed late but it is large and I like it."

Mr. D. R. Curtis, Indianapolis, Ind., writes, "Perhaps you would like to know that 'Palo Alto' has been a wonder with me this year. I won two firsts with it at the World's Fair, also first at the State Show against the stiffest semi-cactus class I have ever seen."

Mr. A. H. Brown, Peekskill, N. Y., writes, "Enclosing a picture of a 16¾ inch 'Satan'." He is looking for other Dahlias as good.

We appreciate the kindness of these growers and the many others who have written us to express their satisfaction and tell us of their success with our Success introductions.

Many growers did not enter our contest last season. A large number did enter but we would like to have you all. In entering you are competing against the country's best, but it's good to be in good company.

SATISFIED CUSTOMERS

Perhaps there is no better known amateur Dahlia grower in the east than Dr. Bruce B. Preas, Rockville Center, L. I. He won 22 first prizes at the National Show in New York, in 1933. We were interested to know what success he had with our new introductions so we wrote him for this information. And we quote from his reply:

"Your letter of December 6, 1933, requesting a review of my success with your introductions received.

"I will state that 'Satan' and 'Murphy's Masterpiece' have not been beaten in any show that I have exhibited for two years.

"This season 'Satan' won in the semi-cactus, first in the American Dahlia Society show in New York, Freeport, Long Island, Westchester Horticultural Society at Rye, N. Y., Rockville Center, L. I., and Camden, N. J. It received a special award for largest in the show at Camden, N. J.

"'Murphy's Masterpiece' won as the largest flower in the show at the American Dahlia Society show, also as a red in the American Dahlia Society show. At Freeport, Long Beach and Rockville Center, Long Island, it also won the Achievement Medal.

"'Ruby Taylor' as a formal decorative, won first at the American Dahlia Society Show, Camden, N. J., Freeport and Rockville Center, Long Island."

This is a remarkable record, winning seventeen first prizes and major awards with three varieties introduced by the Success Dahlia Gardens. We congratulate Dr. Preas on his great success as an exhibition Dahlia grower. He grows them well and selects his varieties to be grown with unusual skill.

I would like to make a prediction that Dr. Preas will do equally as well in 1934.

Charles G. Reed
Success Dahlia Gardens
Lawrence, Mass.

Barmera,
South Australia.
August 12, 1933.

Dear Sir:

Dahlia roots to hand safely and they opened up in wonderful condition.

I wish to thank you and your staff for the trouble you had taken in packing.

I have been importing roots from America for several years and have never opened up a parcel in the condition that yours arrived in.

Wishing you every success,

Yours faithfully,
R. D. Davidson

Copy.

Chas. G. Reed
Lawrence, Mass.
Dear Mr. Reed:

Derry, Pa.
October 30, 1933.

As a Dahlia fan I feel it my duty to congratulate you on the wonderful introductions you have.

I have always wanted to grow prize-winning Dahlias but my success this year has been far above my expectations and I feel that this success is due your introductions. As an amateur grower raising these Dahlias in my own backyard to a diameter of 14½ inches must certainly be due to quality of Dahlias used, which were yours. Thanking you for my success, I remain

Respectfully yours,
W. E. Gelsdorf

Copy.

NOTE: We could fill this catalog with like letters of appreciation, but space forbids.

THE SUCCESS FAMILY ANNUAL TRIP TO THE SHOWS AND GARDENS

The trip for 1933 started at Boston, and saw the crowd gathered around "Murphy's Masterpiece" which was crowned the largest bloom in the show. Near at hand we found "The Fireman" receiving the American Home Achievement Medal for the best seedling and saw the monster white Dahlia "Margaret E. Broomall."

The next stop was at the American Dahlia Society Trial Gardens at Storrs, Conn., where our 1934 introductions "The Fireman," "Palo Alto," and "Strongheart" received an award of Merit and "Arelida Lloyd," our new giant yellow "Twin Sister to Jane Cowl," was the season's Champion of the Trial Garden, scoring two points higher than its nearest large type competitor and having the highest score of any type Dahlia at the Garden.

Moving on to the American Dahlia Society annual exhibition, we saw "Satan" and "Murphy's Masterpiece" made champions of their classes and "Ruby Taylor" at the head of her class. While in New York we also took in the Dahlia exhibition at the New York Botanical Gardens, where "Satan" won the popularity contest by 87 votes over its nearest competitor out of 1100 Dahlia varieties.

Over the river in Brooklyn again "Satan" was awarded the largest bloom in the show.

Invading Long Island, at Rockville Center, Freeport and Long Beach, we found "Satan," "Murphy's Masterpiece," and "Ruby Taylor" mopping up as usual, and for good measure "Murphy's Masterpiece" receiving Achievement medals at Rockville Center and Long Beach. Over in Jersey, at Camden, "Satan" was awarded a special prize for the largest in the show.

At Fishkill, N. Y., we found "Satan" again supreme as the largest in the show; at Peekskill, N. Y., "Murphy's Masterpiece" was champion again.

Going south into Virginia, we stopped at the Davidson Dahlia Garden, Wytheville, Va. Here we saw one bush of "Murphy's Masterpiece" loaded with blooms. Mr. Davidson had grown one 17 in. bloom and one 15 in. bloom on this same bush. Both measurements were certified.

Moving west into Kentucky, at Louisville, "Murphy's Masterpiece" won the President Trophy for the largest and best bloom in the show. At the Indianapolis, Ind., show "Murphy's Masterpiece" won the Trophy of the Indianapolis Dahlia Society.

When we arrived at the World's Fair at Chicago, we saw "Murphy's Masterpiece" take largest bloom in the show for the day. It had already won more World's Fair first prizes than any other Dahlia. Here also "Satan" and "Palo Alto" had done much winning. Another day "Eagle Rock Fantasy" took largest for the day.

At Detroit, we found "Palo Alto" was judged as the best flower in the show. Others of our introductions were also bringing joy and prizes to our Michigan friends. Being so near our Canadian neighbors we decided to pay them a visit at the Canadian Dahlia Society Show, and here "Murphy's Masterpiece" took first, second and third for largest and best bloom in the show.

Again starting west, at Kansas City, we found the old standby "Eagle Rock Fantasy" judged as the largest and best bloom in the show.

"California, here we come!" At Los Angeles we saw "Charles G. Reed" awarded best bloom in the show, over all the cracker-jacks from that section, and they sure do grow some good ones there.

At San Francisco our new introduction for 1934, "Grandee," was awarded the American Home Achievement Medal and at San Leandro Flower Festival, "Grandee" reigned supreme as the largest in the show, the great "Keweah" bowing in defeat before the new Giant "Grandee."

In Tacoma, Wash., we found the grand old champion "Ambassador" best bloom in the show and grown by an amateur. At Seattle another amateur crashed through in winning the Sweepstake prize for the best bloom in the show with "Satan." At Columbia Valley, Wash., "Satan" again took the award for largest bloom in the show.

These are the high spots. Hundreds of other prizes were won at the above shows and in the many smaller shows throughout the country.

In view of our past record and especially our record for 1933, we feel that we are entitled to brag a bit. Hence our cover for 1934 lays just claim to the title GIANT SHOW DAHLIAS.

Join us this season. As a member of our successful Success Family you are sure to reap the reward of good judgment in your selections for show purposes and in satisfaction in your home garden.

POMPOM DAHLIAS

We have added to our collection these charming little fellows as the demand is rapidly increasing. There are no better flowers for home decorations than the smaller type Dahlias. I have been advised that the collection listed contains the best for all purposes. The blooms are small with quilled petals and for exhibition

	Root
AIMEE—A wee bronze that attracts instant attention in the garden	\$.50
ANNA KRISTINA—Golden yellow shading, deeper at center	.50
ATOM—A tiny flower of deep orange red, occasionally showing a white petal	.50
AMBER QUEEN—Clear rich amber, shaded apricot, extra free cutting	.50
ARTHUR KERLEY—Deep maroon	.50
BRONZE BEAUTY—Soft orange buff, free bloomer	.50
BOB WHITE—Very free bloomer, long stems, small pure white	.50
BELLE OF SPRINGFIELD—Tiny exhibition flower of brick red. Dwarf	.50
DONALD GORDON—Fine orange red	.50
DANDY—Bright orange	.50
DAISY—Amber, tinted salmon pink. Excellent variety	.75
DIXIE—Small, very dark red, long stems. Dwarf	.50
DEE DEE—Perfectly formed small lilac lavender. Rather small	.50
GLOW—Rich coral	.50
HARRY SNOOK—Very fine small shell pink and white	.50
HIAWATHA—Niche rich red	.50
HAZEL—A charming variety in the brown shades	.50
HELEN ANITA—Attractive coloring—lavender pink with light center	.50
ISABEL—Small pure white	.50
JOHNNY—Small dark red of perfect form. Extra good for exhibition	.50
JOE FETTE—Best all-purpose white except for exhibition	.50
LEDA BEELER—Tiny. Compact lavender mauve	.50
LITTLE DAVID—Orange red. Small and perfect	.50
LITTLE MARY—Deep red, almost black, very free, splendid for exhibition	.50
LITTLE EDITH—Very small exhibition yellow tipped bronze. Tiny	.50
MARY MUNNS—Fuchsia, dark orchid sheen, long stems	.50
MIKE—A new red or burnt orange, shading lighter at outer petals. Flower small and compact. Dwarf	.50
NARISSA—True variety. Splendid bright mauve pink. Frufuse	.50
REGULUS—Excellent small bright purple	.50
SUNNY DAYBREAK—An extra choice gold tipped bright orange	.50
The above collection of thirty varieties for	10.00
One each of six varieties of above Dahlias for	2.50
One each of three varieties of above Dahlias for	1.25

DAHLIA SEED

We have a very limited supply of seed from the large blooming varieties that are winning prizes everywhere. It must be remembered that growing Dahlias from seed is very interesting but too much should not be expected as to the results obtained. It is very difficult to originate a real worthwhile Dahlia. You will get many kinds and colors and you may get a good one, but it's all a gamble. We cannot control the conditions under which the seeds are planted and we do not guarantee results, nor will we be in any way responsible for the crop. This is the condition upon which orders are accepted. 50 seed \$2.50, 100 seed \$5.00 net. Extra choice hand-pollenized California seed, 50 seed \$5.00, 100 seed \$10.00 net.

DAHLIA COLLECTIONS

Your choice of six of any Dahlias listed at \$1.00 for \$5.00. Our selection of six of any Dahlias listed at \$1.00 for \$4.00. Special collection of first class Dahlias, all different and all tagged with their proper names at \$25.00 per dozen and \$10.00 per dozen net. These collections will include varieties that would cost at least double the above amount if bought at catalog prices.

Pompom Dahlias. A collection of a dozen of the best exhibition varieties, \$4.00.

CUT-FLOWER VARIETIES

We have had many inquiries for cut-flower varieties that can stand shipping and that stand up extra well after cutting, so I wrote a large shipper of Dahlia bloom to the New York market for a list of the best and most popular varieties, and naturally these being grown by thousands they are mostly the older varieties, and every one is among the prize winners today. We take pleasure in recommending these Dahlias as the very best for cut-flowers, for home decorations or for roadside stands where there is a demand for cut-flowers.

	Root
AVALON (F. Dec.)—This splendid variety of clear bright yellow heads the list in its color in the New York market	\$1.00
ELLINOR VANDERVEER (F. Dec.)—One of the best for interior decorations. A satiny rose pink, long stems, free bloomer	1.00
ELKRIDGE (S. C.)—A thoroughly dependable variety that we can heartily recommend as a good all-purpose white. A beautiful flower	1.00
F. W. FELLOWS (C.)—Large exhibition cactus variety of bright orange, but still the best cactus for cut-flower. A favorite color	1.00
IDA PERKINS (F. Dec.)—Another fine white for exhibition or cut flower	1.00
JERSEY BEACON (F. Dec.)—An old timer but still a great favorite. It has size a plenty, fine stems, a prize winner of note. Color Chinese scarlet with paler reverse	1.00
JERSEY BEAUTY (F. Dec.)—The champion of all cut flowers, as well as a prize winner of world wide reputation. Color erosine pink. Unexcelled for all purposes	1.00
JERSEY TRIUMPH (F. Dec.)—A real Autumn shade of bright copper flushed with salmon bronze. A great cut-flower variety	1.00
JANE COWL (I. Dec.)—A great favorite and an all-time champion among the elite of the Dahlia world in the show room or in the garden. Old gold and salmon	1.00
NATHAN HALE (F. Dec.)—Splendid cut-flower of deep orange bronze on long stiff stems. Plant early	1.00
ROSE FALLON (F. Dec.)—A champion of its day and still one of the best ever produced. It is a magnificent Dahlia of self color, deep old gold. A long lasting flower when cut. Exhibition flower too	1.00
SANHICAN BEAUTY (I. Dec.)—This is a general favorite on account of its exquisite coloring and excellent habits. A salmon shaded coral	1.00
YANKEE QUEEN (F. Dec.)—A unique coloring of true pink, shading lighter	1.00
LE TOREADOR—Another crimson that is a good cut-flower	1.00
MRS. C. D. ANDERSON—Quilled petal. Color maroon	1.00



THE FIREMAN

Which was awarded the Achievement Medal at Boston in 1933. Just another of our Honor Roll Dahlias. See page 13 for full description.

ARELDA LLOYD

C. H. SMITH SUCCESS

We are to introduce the Champion Dahlia at American Dahlias Society Trial Garden at Storrs, Conn., for 1933. It is no other than a sport of the super-great all time Dahlia Jane Cowl. It has everything that made Jane Cowl perhaps the greatest introduction of the modern Dahlia. It has exactly the same habits, foliage, stems, size and profuse blooms. But it is not necessary for us to describe Jane Cowl, you all know it and we feel sure that we all welcome another Dahlia of equal merit. Therefore we are offering Arelda Lloyd the sensational Dahlia at Storrs, where it defeated about a dozen Honor Roll Dahlias along with topping every other Dahlia at Storrs in 1933. This creation was little known before it appeared at Storrs but it was soon discovered that it had about everything that the better Dahlia should have, and in a recent letter Prof. R. H. Patch remarks, "I noted the resemblance in growing habits of Jane Cowl in Arelda Lloyd but the color was much better." A soft, deep yellow, slightly flushed with apple blossom pink on the ends of the petals, reverse is a clear yellow with pink veining. Height about six feet, a profusion of immense flowers held perfectly erect on long, stiff stems, foliage insect proof. Arelda Lloyd has been grown fourteen inches without forcing. Prof. George W. Fraser writes, "Arelda Lloyd was a corker at Storrs this year. Think you did a fine thing in getting this wonder to introduce." We can only offer plants this season but if you want to grow a sure winner we highly recommend this yellow Jane Cowl. Der-rill W. Hart writes, "Was under the impression that Arelda Lloyd was not to be introduced this year and had written the owner to this effect, but that no doubt it would be on The American Home Honor Roll in 1934." So you will be getting almost a sure Honor Roll Dahlia the year before it lands this high honor. We predict a long string of our customers winning with this new variety for 1934. If you like Jane Cowl, you'll love this one. —Plant \$7.50.

MARGARET E. BROOMALL

"World's Champion Dahlia"



U. S. Plant Patent No. 36

The above bloom of "Margaret E. Broomall" held by little Joan Wessman was over 14 inches in diameter and was grown by Mr. Rufus E. Smith of Bellerose, N. Y. He writes: "At Mineola 'Margaret E. Broomall' took the blue ribbon for the best three, with two 'Prince of Persia.' After the judging the Trustees placed the **Supreme Award** on it alone for the best exhibit in the show. Hundreds came to our garden to see it and many asked where they could get it and I told them."

The American Dahlia Society have put their stamp of approval to its undisputed claim as Champion by its record at their only official Trial Garden at Storrs, Conn., where it was the largest Dahlia ever grown there by inches in diameter with the highest score for any Dahlia in the world—93.5.

Green plants only again this year under our Patent Restrictions and a limited quantity. Plants \$15.00 each; two plants \$25.00. No orders accepted on our regular order blanks.

BALLAY-SUCCESS SUPER-DAHLIA ORIGINATIONS FOR 1934

CADET (Semi-Cac.)

Light primrose yellow. The first of our new ones for this year that we must try to picture to you is a fresh, crisp flower somewhat similar in formation to Satan. This type of cactus Dahlia in the shade mentioned is truly distinctive and should be well received by a discriminating public. The petals, long, well-rolled and but slightly incurved, are well placed and just numerous enough to form an exceedingly graceful flower. So clean-cut in form and color, it impresses one as having been artificially fashioned by the deft hand of a skillful artist. Will grow large on a tall, straight stalk. It was outstanding growing on trial at Lawrence, Mass., as well as in California.

Root \$15.00 Plant \$7.50

DRESDEN (Inf. Dec.)

Clear pink lavender. Here good color is again very much in evidence. The lavender is plainly of the rich pink tone throughout the flower and is in no sense a bluish lavender. This rich coloring is well supported by large size, full formation and a matchless stem. No visitor ever fails to stop and inquire about this one, always remarking that it is exquisite. Blooms with exceptional freedom. First flower or two may come with a slightly flat center but the percentage is very small. If the tips of the stems are boiled, as should always be done when Dahlias are cut, this variety will prove an excellent keeper.

Root \$10.00 Plant \$5.00

ELEGANCE (Semi-Cac.)

Center and tips of petals yellow, body of flower glistening coral. We classify this variety as semi-cactus but it is not far removed from the true cactus type. A noticeable swirl to the petals is also reminiscent of certain English type cactus varieties of some years back. Few Dahlias have been so cordially received on their first appearance as this one and we consider it one of our very best varieties because of its unusual charm and beauty and because the great quantity of blooms it gives are useful for every purpose. It is a full, deep flower with ideal habits. Last year Mr. Darrill Hart asked for more cactus Dahlias and we are responding promptly. In placing it on the 1933 American Home Roll of Honor he says: "A most pleasing variety of primrose yellow with pale mauve shadings on outer petals. I had this on trial and it produced a wealth of bloom of very pleasing and artistic appearance."

Root \$15.00 Plant \$7.50

EUGENIA BALLAY (Inf. Dec.)

Rich cream. This Dahlia won as the Best Established three-year-old in keen competition at the Palace Hotel Show and can always be counted on to exhibit to good advantage. It is a very early and a very prolific bloomer. Under favorable weather conditions the blooms will easily attain 10 to 12 inches with corresponding depth, and at all times will have very long, strong stems. In California everyone admired the color and general habits of this new Dahlia and we have named it to honor our mother. We hope it will worthily perpetuate her name.

Root \$10.00 Plant \$5.00

THE FIREMAN (Inf. Dec.)

This grand Dahlia has made many friends the past three years not only in our home garden but in the American Dahlia Society official trial garden at Storrs, Conn., where it was awarded a Certificate of Merit in 1933, at the New York Botanical Gardens it was well up among the leaders of the popularity contest and at Boston it won The American Home Achievement Medal and to end the year successfully it made a happy landing among the elite of the Dahlia world on The American Home Honor Roll. There are many other awards that could be credited to this creation. The Trial Garden report contains such comments as: Spectrum red, dazzling, occasional strips and tips of petals mustard yellow. Flowering habit prolific. Very showy and free flowering." Mr. Derrill W. Hart, Dahlia expert, describes it as follows: "This variety is a flashy cardinal red with golden flushes and golden tips at center of the flower." This variety has won the approval of many Dahlia experts. It's flashy, it's striking, it's a proven winner of major awards. Try it.

Root \$10.00 Plant \$5.00

FLORENTINE (for. Dec.)

Bright mallow purple. From the thousands of seedlings that we grow we have ample opportunity to study the Dahlia in its many phases from a standpoint of real progress. Many new colors appear but the problem is to get the outstanding colors in a flower that shows equal advancement in other respects. Good purple shades are not plentiful and we thought the color of this Dahlia especially worthwhile. The huge flower superbly built in formal fashion presents a striking contrast alongside Dahlias of colors more frequently seen. It is congenially at home among the best, possessing all good qualities.

Root \$10.00 Plant \$5.00

GRANDEE (Inf. Dec.)

Light nopal red shaded orange yellow. Winner of the 1933 American Home Achievement Medal at San Francisco and Largest Flower at the California Flower Festival. For great size we are inclined to think Grandee surpasses them all. We have had 15-inch blooms without forcing or shading on plants 4 feet tall. Six blooms all 14 inches or more at one time on a plant are not unusual and the size is maintained through the whole season. We do not exaggerate when offering a new Dahlia. We introduced Satan as a 12½ inch bloom and a 14½ inch specimen appeared at the New York Show this year. We said Full Moon was a 12 inch Dahlia and it has since been grown to 14 inches. As Grandee grew at Lawrence, Mass., Mr. Reed said he never saw a Dahlia that produced so many large blooms throughout the season. What it will be like when grown especially for size we do not know. Beautiful coloring, good formation, first-class stem, are all present in this superlative Dahlia. It is, of course, on the Roll of Honor and we quote what Mr. Hart says about it: "Grandee is a very large flower of a striking combination of Spanish red and golden yellow. The reverse of the petals shows a blush of russet red. 'Great' is indeed the right adjective to use here. It has individuality."

Root \$15.00 Plant \$7.50

New and Standard Varieties that are Champions in Garden and Show Room

ACHIEVEMENT (Inf. Dec.) (Ballay)

Gold with bronze shadings. This year we beg to submit a good Dahlia that carries with it the most coveted honor. Winner of the 1930 American Home Achievement medal at the Palace Hotel for the best new introduction west of the Rocky Mountains, we have given it the name that will emphasize its position. It has been tried out in both East and West with equal success. In depth as well as diameter this Dahlia is one of the very largest grown, and the formation of the flower is most pleasing, the many petals being curled and twisted in an artistic fashion. The good substance insures a wealth of perfect blooms under all weather conditions. Stems could not be improved upon either as to length or strength. This variety was one of the outstanding new Dahlias at the National Show in New York in 1931 and on the Pacific Coast. Another Honor Roll Dahlia.

Root \$2.50

AMBASSADOR (Semi-Cactus)

This beautiful Dahlia has always been a prize-winner. The color is a soft yellow center with salmon, amber and pink shadings, gradually deepening towards the tips and outer floral rays. Has won prizes for the largest in the show. Sold for \$50.00 per bulb when introduced.

Root \$1.00

AMERICAN LEGION (A. D. F.)

A beautiful yellow semi-cactus; the wonder Dahlia of the day. The tall, robust bush, with its heavy green foliage, holding the giant, deep flower boldly in the air on splendid long stems, makes a rare and extremely showy effect.

Root \$5.00

ALBATROSS (I. Dec.) (Ballay-Success)

Soft cream shading to greenish yellow at the center, in cool weather the tips of the petals sometimes being lightly touched with apple-blossom pink. This new Dahlia is large as all popular new Dahlias must be, it has delightful and unusual coloring, and the formation is strikingly distinctive with petalage suggestive of the water-lily. A huge pond-lily is what it looks like with its petals broad and flat at the base and turned upward decidedly at the tips. We have never been enthusiastic about floating a Dahlia in a bowl, yet this one would not look out of place used in that way. However, there is no need of it, as the stem is very strong, holding the flower always upright. Center is full and closed all season. In Lawrence, Mass., where it was grown for the first time away from home, it conducted itself especially well and created quite a sensation.

NOTE: This variety as grown in the East had a very pronounced overcast of pink or pale lavender at very center of bloom which greatly added to its beauty. So unusual in its formation and color blending this variety is bound to be one of the sensations of the year.

Root \$7.50 Plant \$3.75

AMELIA EARHART (S. C.)

This new variety was greatly admired in the show room last season and won its full share of prizes. It has the distinction of winning two Am-

erican Home Achievement Medals the first year shown. Best undisseminated seedling in many exhibitions and many other worthy awards. It is a very large artistically formed combination of apricot-buff with primrose at base of petals. Throughout the flowers are tints and sometimes stripes of salmon. An Honor Roll Dahlia of great merit.

Root \$10.00 Net Plant \$3.75

BETTY COLTER (I. Dec.) (Success)

This is a most charming new introduction that has caused favorable comment from many of the most prominent judges in the East. Derrill W. Hart describes this variety on the American Home Honor Roll for 1931 as follows, "One of our favorites among the new Dahlias. The color is distinctive and pleasing, an even shade of light salmon red throughout, shading to old rose at base of long rolled petals. The flower is nicely formed on good stems." We have never seen better stems on any Dahlia and this variety should appeal to those who like something different in their garden. Mr. Derrill W. Hart quotes in his 1933 Honor Roll: "This Dahlia never has received the attention that it deserved." Forget about the low price and grow this winner for your next show. We guarantee this Dahlia to please or money back. The bloom is very large and excellent for exhibition.

Root \$3.00 Two Roots \$5.00

CARO NOME (Inf. Dec.) (New)

We are all looking for something different than the other fellow grows, but still we hesitate to buy a little known Dahlia. Our business is digging up the little known Dahlias for our customers to win with and we are offering this grand Dahlia. It has everything a good Dahlia should have, and it is so different. A rich, rosy pink, suffused lilac. Don't worry about size, it has plenty size to meet the elite, great depth and wonder stems, the kind we pray for on the new varieties. Buy it.

Root \$3.00 net

CELESTE (Dec.)

Lilac pink overlaid with carmine. A very handsome large flower that is attractive especially because of its peculiar shadings of color. The well-branched plant produces deep, well-built blooms over a long period. There are no faults noticeable to take from the general usefulness of this valuable addition to Dahlias of this color range.

Root \$2.00

CHARLES G. REED (F. Dec.) (Ballay-Success)

Purple red. This is the color in plainest words. Exactly petunia red is what an authority on dress materials called it. Has won numerous prizes and is a Roll of Honor Dahlia. We have just been informed that it won this year as the Best Bloom in the Show at the National Show in London, England. Also won the same prize at the Dahlia Show in St. Louis, Mo. It is an unusually large variety held upright on a perfect stem. Bush is of rather low growth with the branching habit which makes it ideal for all purposes. The big, broad petals, a deep full center, and the great profusion of bloom, have caused visitors from

time to time to exclaim that it was one of the most beautiful Dahlias they had ever seen. The best flower in the show at Los Angeles, Calif., 1933.

Root \$2.00

CHAUTAUQUA REGAL (F. D.) (New)

For vigor and resistance to insects, the only Dahlia to be compared with this is Chautauqua Sunset which is very similar in growth of bush, stem and size of flower. The color is an unusually rich and brilliant cardinal red with the reverse of petals shaded ivory. Small petaloids showing toward center of flower also shaded ivory. The bloom is truly magnificent, of the largest size on cane stiff stems and facing the sky. Also particularly long lasting when cut.

Root \$15.00 Plant \$7.50

CHAUTAUQUA SALUTE (I. D.)

The perfect white. The large, perfectly formed blooms are produced in the greatest profusion on long, straight stems. Begins blooming early and continues until frost. Plants are very vigorous and insect resisting. A certificate of merit Dahlia.

Root \$1.00

CLARA BARTON (I. D.) (New)

An immense bloom facing slightly upwards on a long, straight stem, twelve inches to first set of leaves. Face of petals silvery orchid; reverse of petals deep lavender, general effect lavender. Bush growth medium height; a very prolific bloomer that never stunts.

Root \$10.00 Plant \$5.00

DAILY MAIL (Dec.)

The sensational giant of 1930 in England. We imported this variety and consider it one of the best of our importations in the matter of size and habits. The color is unusual in a Dahlia as the blending of deep yellow and orange shades give the bloom a soft, warm color that appeals to those who like delicate shades in a Dahlia. A remarkable characteristic of this variety is the continual flow of huge flowers which the plants produce with ease, from first to last. Stems are wiry and strong.

Root \$1.50

DIXIE CARDINAL (F. D.)

This very large Dahlia is a most charming new variety. It has size aplenty and a color all its own. The stem could be a bit stronger to carry all the monster bloom erect. In some gardens the stems are perfect. The real beauty is not only in its size but its Flaming Salmon that attracts all Dahlia fans. This is a new variety.

Root \$7.50 Plant \$3.75

DONNA CALIFORNIA (Dec.)

Deep rose pink suffused with lavender. The color is not new, but it is doubtless the largest Dahlia by far of that coloring. In fact, it is the largest Dahlia that we have ever grown in our gardens, 12-inch blooms having been produced without effort through a long period. The flower is not particularly heavy, considering its great size, as its even petal formation is loosely arranged rather than solid. The stems are very strong and very long.

Root \$2.00

DOROTHY STONE (I. Dec.)

A most outstanding Dahlia in every way. It is a huge decorative of a deep, pure pink. This is a distinct and splendid exhibition variety. Very full center. Petals are thick and evenly placed, profuse bloomer, deep green leathery foliage, medium to tall habit, stem straight upright and strong.

Root \$1.50

THE DUCHESS (Inf. Dec.) (New)

This is one of the most attractive Dahlias that we have ever grown and we had many inquiries from visitors at the New York Botanical Garden, where we had it growing in 1933. It is a clear bright yellow at center and greater part of petals, but heavily tipped with pure white. The flowers are large with the best of stems. Have grown this variety for three years and have never seen a flower that has not come true to this description which is unusual for a bi-colored Dahlia. Stock very limited and only one to a customer.

Root \$3.00 Net Plant \$1.50

EAGLE ROCK FANTASY (I. Dec.) (Broomall-Success)

We wish every Dahlia grower could see this wonderful Dahlia when in full bloom. It is a glorious Informal Decorative of monster size, imposing and beautiful in form and color. Huge broad florets tapering and tastefully notched at tips. We can honestly say that this Dahlia attracted more attention than any other Dahlia in our garden except our new monster white "Margaret E. Broomall." Here is how Derrill W. Hart describes it on the American Home Honor Roll for 1930. "This Dahlia will achieve universal acceptance. It is another wonder origination of a Dahlia wizard, who must be working along very definite lines in breeding. Clear, mallow pink, of great size and depth. It is more like Mrs. Frances E. Bullard than any variety that we can name, but an improvement on that wonderful variety in both form and color. All pink and with larger flowers. Received a Certificate of Merit at Storrs, and we saw it growing there and in its home garden. Among the finest of the 1930 Dahlias." The habits of this variety are ideal, the best of stems that are long, straight and stiff with the monster bloom set just right to look one straight in the face, the foliage is medium dark green and seems to be immune from insect attack. It is different, it has size and then some, and is bound to be a consistent winner in the show room.

In 1931 this was one of the best Dahlias in the show room. It won for the largest Dahlia at the Palace Hotel Show and the second best Dahlia in the whole show. It was shown 14 inches and over in many shows. This variety won for the best in the show at Columbia by one of our customers who writes, "I had four 'Eagle Rock Fantasy' blooms, took first in the three vase class, first in the single class and one bloom in the vase won for the best in the show." The same grower won the \$75.00 vase at the State Fair Show with Fantasy. Not so bad for an amateur. It has won other prizes galore the first year out. If you want a winner and one that will grow anywhere without "petting" try this one. This variety won many prizes in 1932 for largest and best bloom in show. One of the finest exhibition blooms to date. This Dahlia never grows old. It's still one of the largest Dahlias grown. This is what it did in 1933. Largest and Best Bloom Kansas City Show. It also was the Largest bloom exhibited on Saturday, Sept. 17th, at the World's Fair Exhibition. Another wonder at a low price.

Root \$3.00 Two Roots \$5.00

EAGLE ROCK SUPERBA (Dec.) (Broomall-Success)

Another one of Mr. Broomall's new originations that he considers one of his very best. There is color on the chart that is exactly like the color in this variety, but the nearest being a light amaranth pink, a much more attractive color than our last year's introduction Eagle Rock Fantasy. The originator considers it a better Dahlia than Fantasy. It is about the same size and habits except in color. We have never grown a Dahlia of the same color. The stems are perfect and hold the large bloom erect. We predict a bright future for this Dahlia. Our stock is very limited.

Root \$7.50

EAGLE ROCK WONDER (S. C.)

For tremendous size, perfection of form and habit of profuse blooming qualities and vigorous growth, I have seen no equal of this Dahlia. It was the outstanding feature in the garden. The color is mars-orange shading to orange-buff with tints of coral-pink and coral-red according to Ridgeway's color chart; the general effect being between orange and apricot. This Dahlia sometimes forms a number of adventitious buds on the back of the flowers; so far, probably not more than twenty percent have done this. These buds, reminding one of Brussels sprouts, do not affect the appearance of the front of the flower. They can easily be removed before the main flower is fully developed, and it seems to me are caused by the extraordinary vigor of the plant, seemingly to give an outlet to its unusual energy. This variety has never yet shown an open center even under the most unfavorable conditions. A monster. Height 5 feet.

Root \$2.00 Three Roots \$5.00

FULL MOON (F. Dec.) (Ballay-Success)

Canary yellow. Here is a variety that can truthfully be called a superlative Dahlia. The large distinctive blooms, easily measuring 12 inches across, are regularly formed of very broad flat petals that terminate in a perfectly full and artistic center. The thickness and strength of the stems are particularly noticeable and the flowers are always upright, never facing the least bit to the side. We have never seen a variety more consistent, every flower being massive in size and perfectly formed, and the foliage is always clean and bright. In 1932 this Dahlia made a good start in the East, winning the Gold Medal of the Dahlia Society of California as the best Dahlia of California origin, and was also the largest Dahlia in the show at Boston. This year it has been added to the Roll of Honor, and good reports have come to us beyond our expectations, several of our customers stating they have grown 13 and even 14 inch blooms without any special effort. This is what Mr. Derrill Hart thinks of it: "Although this monster yellow was disseminated in 1932 I did not see it until the current blooming season. It is a wide-petalled flower of clear golden yellow, and during the show season just past, not only won many prizes as Best Yellow, but in some cases as Best Bloom in the show. It is one of the outstanding Dahlias of the season, and so far as I know it has succeeded in every section where it was grown."

Root \$5.00 Plant \$2.50

GABRIEL (Hyb. Cac.)

Carmine pink, or what might be termed "watermelon." This variety is an early and free bloomer, and the blooms are really spectacular. Very large and deep, they lead the garden in interest in the early season. As the season advances the stem is not always good, especially if the plant is allowed to become too bushy. All things considered, we can recommend it as a

Dahlia that will bring the grower much pleasure and cause his friends to gasp and wonder.

Root \$1.00

GOLDEN HARVEST (Semi-Cac.)

A most striking variety, producing enormous blooms of a beautiful sulphur-yellow in color, with no shading. The blooms are held perfectly erect on the best of stems and by disbudding it is possible to grow blooms larger than Siskiyou. The plants are a mass of bloom from early to late in the season. I have never seen such large buds before the petals commence to unfold and reminds one of the enormous exhibition Chrysanthemums as they open up, only much larger. A winner. Height, 3 feet. This variety was another of our introductions that made good wherever exhibited. A customer won first prize with this Variety in the keenest competition at the National Show at Atlantic City in 1931.

Root \$2.00

GORGEOUS (I. Dec.) (Broomall-Success)

Another of Mr. Broomall's giants that has attracted unusual attention on account of its great size and color. This Dahlia is at its best after the first blooms have come and gone, as the first blooms or at least some of them show double centers and none of us like those, but the later blooms are wonderful. If this variety produced all perfect blooms we would put it into the \$20.00 class, but we want the reader to know our Dahlia faults as well as their good qualities. The color Rhodonite pink with tinge of pale yellow, reverse rocellin purple veined pale yellow, general effect salmon. If you like the monsters this one will please you. The stems are long and extra strong to carry the giant bloom erect.

Root \$3.00

IDA PERKINS (Dec.)

One of the best exhibition whites to date.

Root \$1.00

INDIANA MOON (I. Dec.) (Martin)

This variety was awarded a certificate at the Trial Gardens at Storrs in 1930 and found itself a place on the American Home Honor Roll in 1931. This variety has won many first prizes in the Middle West where it was originated. It is a good Dahlia in every way and grows without any forcing up around 10 inches and the bloom are held erect on long, stiff stems. The color of this variety is difficult to describe as there are so many colors in its make-up. The Trial Garden describes it as flesh ocher with faint lines of spinel pink running through some of the petals. With us it showed plenty of blending of colors to make it most attractive.

Root \$2.00

JANE COWL

This magnificent decorative was without doubt the outstanding Dahlia that has been produced in the East since Jersey Beauty. It would be impossible to list its winnings, as we are continually hearing of where it won for the best in the show. Mr. Derrill W. Hart in his Roll of Honor report in the American Home is as follows:

"Jane Cowl was the outstanding Dahlia in every show room. It would be impossible to enumerate the prizes won by this grand flower. Next to Jersey's Beauty we believe that Jane Cowl has the best record of any other variety introduced. It ranks with the immortals of the Dahlia world." The plants are always covered with immense blooms, held perfectly erect on long, stiff stems, and seem to be insect-proof. Color a glistening bronzy buff and old gold, blending to a deeper shade toward the centre of the flower, reverse of petals a pale flesh color, giving the flower as a whole a warm glow. We have a fine stock of this wonderful Dahlia.

Root \$1.00

MURPHY'S MASTERPIECE (I. Dec.)

This history making Dahlia is without doubt the largest of the newer introductions. Again this Dahlia won more prizes for the largest Dahlia in the shows than any other variety. It was consistently shown in all sections of this country. Of course it is an Honor Roll Dahlia for the past three years and a winner of a Certificate at the American Dahlia Society Trial Garden at Storrs, Conn. The largest grown by M. H. Davidson, Wytheville, Md., was 17 in. This measurement was certified. Here are a few more honors added to its long list of 1931 and 1932. Largest bloom, Boston. Largest and best at Rockville Centre, L. I., N. Y. Largest bloom at Peekskill, N. Y. Largest and best Bloom, Fishkill, N. Y. We could go on and on telling of the great accomplishments of this Dahlia at the World's Fair and other of the larger shows but what's the use, and we could jump across to Europe where it was a sensation; it also made good in Japan, New Zealand, and Australia. If you have visited any of the shows like the New York, Chicago, Detroit, St. Louis, Cleveland, and many other great shows, you would find this variety going over the top in almost every class where it was exhibited. They just can't beat it in size. We do not have to grow it ourselves to have it reach perfection, all our claims are built around the records that have been made in the gardens of our customers, Dahlia fans, private estates, trial gardens, the rich, the poor, and that after all is the kind of Dahlia we are all seeking. The kind that all can grow to perfection. We have been informed that another red Dahlia has been marketed as Murphy's Masterpiece. Play safe and order direct from introducer. Here is how Derrill W. Hart describes it on his Honor Roll. "A huge, deep, dark red shading towards garnet, and a flower that grows large without much encouragement. When first shown in Boston before the originator's death, this big Dahlia won the cup offered by the President of the Massachusetts Horticultural Society as a most worthy novelty—and novelties other than Dahlias were also in competition. Awarded also the American Home Achievement medal by the Dahlia Society of New England in 1931 at Boston, and in 1933 at Rockville Centre and Long Beach, L. I., N. Y." No collection is complete without this giant. If you only like the medium size Dahlia bloom don't buy this one, it can't be grown medium size. If interested would advise ordering early.

An amateur grower won the following prizes with this variety in 1933. As the best red at American Dahlia Society Show at New York, at Freeport and Long Beach, Long Island, and at Camden, N. J. As the largest flower in the show at the American Dahlia Society show, at Freeport, Long Beach, and Rockville Center, Long Island. Also won the Achievement Medal at Rockville Center and Long Beach. Largest and best bloom at Louisville, Ky. At the Canadian Dahlia Society, first, second, and third as the largest and best bloom, largest bloom at Milwaukee, Wis.

Root \$7.50 Plant \$3.50



NOTE: Please take a good look at little Jean Tarter holding the largest known Dahlia bloom. It is of course Murphy's Masterpiece. Oh! yes, it is a 17 inch bloom. Her granddaddy, Mr. M. H. Davidson, grew it. He also cut another 17 inch bloom and two 15 inch blooms from his one plant. We insisted on sworn statements as to accurate measurements to be made before said official. We will not make any false claims. We do not grow for exhibition. Our customers furnish our data for our advertising program. We are sincere when we claim to introduce the World's Largest Dahlias. Our customers prove we are justified in making this claim.

**MARIANNA**

See next column

KAWEAH (Giant I. Dec.) (Meussdorffer)

Size of this variety, however, is only one of the good qualities as it has splendid stems, form and substance, glorious color, and is a wonderful keeper. Color is hard to describe, a deep, clear, rose-cerise, center of petals shading to a rich, velvety cardinal toward the center of the flower, and when fully matured, shade lighter toward the tips of the petals, almost mauve or orchid. Blooms of 15 inches diameter, and *very deep*, are common, and these tremendous flowers are held perfectly erect on very long, extra strong, stiff stems, 18 to 20 in. to first lateral. Largest bloom World's Fair Exhibition in 1933.

Root \$7.50 Plant \$3.75**KEMP'S VIOLET WONDER**

The best violet colored Dahlia to date. The predominating color of this great Dahlia is a rich naphthaline violet, with an underlying tone of royal purple, with bluish lavender reverse. Flowers are as nearly perfect in form as possible; of true decorative type, and of massive proportions, attaining to a diameter of 10 inches and over, and to a depth of 6 to 7 inches, and are borne on stiff stems 10 to 14 inches above the foliage.

Root \$1.00**LAVINIA BROOMALL (American Cactus)**

Very large and unusual in form and color. I know of no other Dahlia that is so different even when grown among the very best new varieties. It attracts immediate attention and will be a valuable addition to any first class collection, as there is nothing like it. A profuse bloomer and the large blooms are held erect on good stems. Color light orange-yellow to capucine yellow, shaded coral-pink. No description can fully describe this new creation. To grow it will be a joy forever. Stock limited. Height, 3 feet.

Root \$1.50**LOLA (F. Dec.) (New)**

We are shy on formal decorative type Dahlias, so we recommend this fine exhibition Dahlia. It grows very large with little coaxing. It has strong rigid stems, it is a medium tall grower. Color, deepest orchid, overlaid with reddish cast. Petals broad, twisted, and curled like ribbons. We recommend this one very highly. New to you perhaps but not to us.

Root \$3.00 net**MARIANNA (Semi-Cactus) (Williams) (New)**

This is a Dahlia of rare beauty and distinction and worthy of wide dissemination. It is a beautiful Amaranth pink with a rich silver sheen which greatly enhances its beauty. The large blooms are held high above the foliage facing, on the best of stems that are long and stiff as a cane. A thrifty grower, with disease and mildew resistant foliage. It produces a tall plant always covered with bloom. This variety produces the best of roots or tubers with strong neck not easily broken. The last Dahlia in our garden to resist Jack Frost attack, the large blooms standing up like sentinels long after the other Dahlias are through blooming. Yes, this is another Certificate of Merit winner at Storrs, Conn., A. D. S. trial garden. Grown alongside Satan, Palo Alto and other top notch prize winners under natural conditions, Marianna kept pace with the best varieties in size of flower produced. Description does not do this fine exhibition Dahlia justice. It must be grown to appreciate its real beauty. To grow it is to love it. Will attract attention in any collection. Stock limited.

Root \$10.00 Plant \$5.00**MONMOUTH RADIANCE (I. D.) (New)**

In this wonderfully beautiful Dahlia is presented a color combination of light coral pink with primrose suffusion rear half of petals, giving the flower a brilliant coral pink front effect with deep primrose background that radiates throughout the entire flower. It is beautiful from whatever angle it is viewed. It is a true informal decorative and the flowers reach a diameter of 11 inches and over by a depth of 5 to 6 inches, and are held high above the foliage on long stems. Plant is an exceedingly strong robust grower, attaining to a height of 6 to 7 feet, is many branched, and the blooms can be cut with stems up to 4 feet in length. This Dahlia needs no pinching back or thinning out of the branches, in fact it gives best results to allow it to grow at will, as its great vigor will bring every bloom to large exhibition size regardless of the number on the plant. Mid-season to frost.

Winner of The American Home Achievement Medal at the Camden, N. J., Dahlia Society Show, October 9th, 1933. Also the Hurley Store Silver Trophy for the most outstanding exhibit in the Show. Winner in the single bloom class at Red Bank and Brooklyn. A headliner on the 1933 Honor Roll.

Plant \$5.00

MONMOUTH CHAMPION (D.)

Winner of a special award at Elizabeth, N. J., and as best undisseminated seedling at Red Bank, N. J., where it defeated some of the top notchers. This great Dahlia compares favorably with Fort Monmouth, Violet Wonder, Jane Cowl, Kathleen Norris, and other top notchers of recent introduction. It instantly found favor with all who saw it in our gardens and the show rooms by its great size, and brilliant orange flame color that fairly glistens from its own color. It is the only Dahlia we know in its color. A beautiful Dahlia in the garden and show room and a free producer of large, perfect blooms, on perfect stems throughout the season. Plant is a strong, vigorous grower, wide spreading, with long, slender side shoots, each producing a fine exhibition bloom from 10 to 12 inches in diameter that can be cut with stems 2 to 3 feet long.

Root \$1.00

MONTALVO (Inf. Dec.) (Ballay)

Golden bronze shading to a deep bronze center. Size seems to characterize most of our introductions this year, but not at the expense of beauty. We have been asked repeatedly for extremely large ones and this time we are able to supply them with a vengeance. Montalvo is another 12 inch Dahlia when grown with ordinarily good care and it has proportionate depth and strength of stem. There is great beauty in the coloring as you can imagine, and when you have charm in color, combined with massive size, perfect formation and the best growing habits, the variety may be defined as an up-to-the-minute Dahlia.

Root \$3.50

MRS. EMILE H. KITSON (I. Dec.) (Success)

One of the most attractive Dahlias in our garden as it is always covered with large blooms held erect on the very best of stems. The attractive color combination appeals to our visitors, the inner petals are of Grenadine pink while the outer petals are pale orange yellow. This origination was awarded a Certificate of Merit at the A. D. S. Trial Garden at Storrs, Conn., in 1929. It has also won the prize for the best Dahlia in show in strong competition.

Root \$1.50

NARCISSA (Semi-Cactus) (Ballay)

Bright daffodil yellow. We wanted a name that would express the freshness and warmth of early spring for this Dahlia and could think of nothing more appropriate than the daffodil and the other yellow flowers of the narcissus family. In the full formation of the flower there is also further suggestion of the double daffodil. This Dahlia averages 8 or 9 inches in diameter and is another one that grows straight up on a long perfect stem. It is striking in the garden, charming when cut, and has no faults whatever.

Root \$2.50

NOB HILL (I. Dec.) (Ballay-Success)

Pale orange. Occasionally you see a bed of Dahlias containing so many blooms that there does not seem to be room for a single one more. That is how Nob Hill looked last September. In the first crop from eight to a dozen large disbudded flowers on each plant opened all at one time, all with long upright stems, fairly covering the plants. On close examination you would have found every bloom very large and deep and perfectly formed, almost every one suitable for exhibiting in the show. The gay and colorful shade of the blossom is another feature to be considered. All our

Dahlias are tried out in the East before being released and we get a conservative report. The notation for Nob Hill was "Very fine."

Root \$7.50 Plant \$3.75

NORRINE NEWSOM (Inf. Dec.) (New)

I have grown this Dahlia on trial for two years and I have never seen a Dahlia of such a different color as this one. At Boston in our display it was a knock-out. It is a new and most beautiful variety of pure burnt orange. Flowers are large, carried on extra long, straight stems and of perfect form. I predict that this variety will be a great addition to the cut-flower world. It is a profuse bloomer and maintains its size throughout the whole season. To see it, is to love it. Stock limited.

Root \$3.00 net

PALO ALTO (S. C.)

Bright pinkish salmon shading to sort of salmon gold at the center. "Perfection" would have been an appropriate name for this Dahlia, for, as our Eastern Representative, Mr. Reed, says, "It has everything." Color is positive and clear both in and out of doors; size conservatively 10 to 12 inches across by 6 inches deep (some customers have reported blooms much larger and deeper); moderate semi-cactus formation perfect, with centers always closed and all alike; stem stalks very tall, straight and long-jointed; blooms freely both early and late; good substance and so lasts well whether growing or out. The prediction Mr. Hart made in last year's Roll of Honor, that it would surely be one of the sensations of the 1933 show room, has come true. We are now informed that it was very outstanding wherever shown and was particularly good in the amateur classes, being a variety that even a beginner can grow well. Was awarded the Achievement Medal at Detroit as the Best Flower in that very fine show, giving us now four Dahlias that have been Achievement Medal Winners, namely Grandee, Satan, Achievement, and Palo Alto. Also received a Certificate of Merit at Storrs. It appears to have been the most popular of all of last year's introductions. We are receiving many inquiries asking if we have anything new that ranks with Palo Alto. Everybody likes it, exhibitors, florists and garden enthusiasts. Do not fail to grow Palo Alto another season.

Root \$10.00 Plant \$5.00

PEKIN (For. Dec.) (Ballay)

Deep cerise rose. The color of this Dahlia somewhat reminds one of that oriental shade sometimes called Chinese pink. The many petals of the large flower are quite regularly placed but are somewhat quilled toward the center so that the general effect is not severely formal. Long, strong stems hold the flower up well, and the growth of the plant is vigorous and healthy.

Root \$3.00

PRINCE OF PERSIA (Newsom) (I. Dec.)

The immense flowers, frequently a foot in diameter, are of the deepest, most iridescent, rich glowing crimson, more like the petals of a rose, rather than a Dahlia. Of great depth and substance, and carried perfectly erect on exceptionally long, stiff stems. On the 1932 Honor Roll. Shown a lot at the many shows, where it was greatly admired.

Root \$2.00

RADIANT SUN (S. C.) (New)

I have never seen a cleaner growing Dahlia than this variety. It grows tall and is vigorous. The large blossoms are of pale lavender, shading to true canary yellow at center. Each petal is outlined with a pencil line of a deeper color. Stems are perfect, and extra long. It's so different and it is new.

Root \$3.00 net

ROSINA MEHAFFEY (Dec.)

We all admire the large ones and in this new variety we find our want fulfilled to the uttermost. We like good vigorous growers that are insect proof. We have it here. I do not know how large they can be grown if disbudded, but we cut many 9-10 inch off plants not disbudded or pruned, so judge for yourself. Color tyrian-pink. Fine strong stems holding the big blooms erect. This variety was one of the outstanding Dahlias in our garden in 1932. We recommend this variety as one of the best.

Root \$1.50

RUDY VALLEE (Broomall-Success)

Semi-Cactus. In this variety we have one of the most beautiful Dahlias ever offered. When the flowers begin to open they show chrome yellow at center, with a graduation of grenadine red as the flower expands, finally becoming solid grenadine orange red when in full bloom. The flowers are pleasing to look upon, and instantly catch and hold the attention of all who see them.

Flowers, large to very large, full centered, and are held well above the clean-cut foliage on long, straight stems. Plant 5 to 6 feet high, with numerous strong laterals. Growth vigorous, which insures it against serious injury from insect attacks. A magnificent Dahlia that you cannot afford to be without. Winner of certificate at Storrs Trial Garden, 1930, scoring 86 points.

Root \$2.00

RUBY TAYLOR (I. Dec.) (Garrity-Success)

We all have our favorites and when this variety came into bloom in our trial garden at Lawrence I immediately fell in love with it. It was one of the finest Dahlias in the whole garden. The clear self color is difficult to describe but the nearest color we could find in the color book was Carmine. The habits of this Dahlia are nearly perfect. It has long, stiff stems, is an open growing bush, and needs no pruning to produce large, deep bloom. This variety was awarded a certificate at Storrs Trial Garden in 1932. It also cleaned up everything in its class on the Pacific Coast last season, winning no less than six first prizes. We highly recommend this variety to those who want a Dahlia so very much different from any of the newer ones going out this season. A sure winner.

Root \$10.00 Plant \$5.00

SATAN (S. C.)

Flaming red with a slight touch of gold at the center. The exquisite coloring is at once fascinating, but what formation and stems. The horn-like petals, perfectly rolled and incurved, give rare form and character to a flower of unusual brilliancy. The rugged, almost leafless, stems give the impression of being nearly as thick at the top as at the base. No Dahlia in existence, we believe, is more sensational and spectacular than this giant cactus, and it appears to be the most popular Dahlia in the world today. Wherever exhibited it becomes the general favorite. In our last catalogue we listed a number of prizes won

as Best or Largest in many of the leading shows in different parts of the country, including an Achievement Medal. We told of its record at Storrs Trial Gardens and its place on the Roll of Honor. Again this year similar honors have been won at the World's Fair, at New York, and other shows too numerous to list, but as far as we know all previous records were broken when a 14½ inch bloom of Satan appeared at the New York Show this year. A New York grower reports he grew Satan 16¾ inches. Another triumph we cannot resist mentioning was that at New York City when on October 7th, at the New York Botanical Gardens, Bronx Park, Satan was voted the most popular Dahlia by the visitors out of the total planting of 1100 Dahlias. The *New York Times* stated that "this plant topped all the others by at least a foot and carried more blooms." On the Pacific Coast it headed by a wide margin the "Garden Quarterly" Roll of Honor, compiled by popular vote of the leading Dahlia growers.

Root \$7.50 Plant \$3.75

THE SHRINER (F. Dec.) (New)

Formal decoratives are not very plentiful especially in new color combinations, but in this new Dahlia we have something really different in color, a rich Oriental red, with all the center petals edged and tipped gold and an overcast of lavender almost like a haze. Have never seen a Dahlia of such a color combination. Stock limited.

Root \$7.50 Plant \$3.75

SONNY BOY (I. D.) (New)

A monster old rose slightly striped and tinged old gold Dahlia that made an excellent record the past year, winning in all the major shows where exhibited. It grows 11 inches across and 8 inches deep and sometimes larger in the open field without fertilizer or irrigation. It is a hardy variety, insect resisting and makes a good bush of medium height; is a very prolific bloomer; flower stems good.

Root \$10.00 Plant \$5.00

STEGMAN (Cactus)

This is a very unusual Dahlia on account of its red stems and colored foliage. The color of the bloom is a rich maroon, a prolific bloomer, stiff stems and has never been listed in the East to our knowledge. It made many friends where it was in our display in Boston. Stock limited. Something new.

Root \$2.00

STRONGHEART (F. D.)

Amber-gold. Another new Dahlia with no imperfections. This has always been one of our favorites and is truly a gem of a Dahlia. Its size is of generous proportions, combined with great beauty of form and color, and it has a long perfect stem. While coming nearer to the formal type of decorative than any other classification, it is not decidedly formal, as the petals are longer and rather inclined to curve more than is usual with this type, especially in the late season. Mr. Hart deemed it worthy of a place on last year's Roll of Honor, and this year it won a Certificate of Merit at Storrs which is now a difficult feat. This variety has proven to be a very handsome and useful cut flower as well as exhibition bloom.

Root \$5.00 Plant \$2.50

STAR OF BETHLEHEM (Nolet)

Flowers are of pure white with fine pointed petals with a large tight center. It is a very free bloomer and needs disbudding and pruning,

plant will then produce fine exhibition blooms. Plants are of medium to tall habit of growth with heavy foliage. A very handsome plant when season is at its height, covered with lovely thick blossoms which resemble stars.

Root \$2.00

SULTANA (Dec.)

Bright scarlet shading to a gold center, the brightest, most pleasing color imaginable, of velvet-like texture, reverse of petals also gold. Here is another Dahlia of enormous size, which continues until quite late, but it was at the height of the season that this variety made its special appeal. It is one of those that calls to you from across the field, and there are still many people whose favorite color in Dahlias is red. This is one that is hard to beat in its class and has every good quality. One of our best Dahlias.

Root \$1.00

SUNFLOWER (Inf. Dec.) (New)

The originator describes the imported variety as follows. A huge flower, in fact one of the largest that we have grown. Color, deep yellow. Flowers are very full and the florets, although big and broad at the base, are definitely although bluntly pointed. The plants are healthy growers and flower early, continuing to produce good flowers till the end of the season. Introduced for the first time in this country.

Root \$2.00

THOMAS A. EDISON

This gorgeous new royal purple exhibition decorative, selected and named by permission of the famous electrical wizard, met with his complete approval when viewed at his West Orange estate. The staghorn petal formation, the dark green insect-resisting foliage, the cane stiff stems, and its thrifty growing habit leave nothing to be desired.

Root \$1.00

THOS. HAY

A giant in very truth, of clear lilac color throughout, flowers deep, full and massive, with broad florets bluntly pointed. The stems carry the huge flowers with ease, and the plants flower with surprising freedom. This variety is almost identical in every way (except for its lilac color) to the now famous "Berengaria." One of the best Dahlias in our garden.

Root \$1.00

TREMENSE (Dec.)

This is a very large flower held erect on the best of stems and the plant produces plenty of bloom of exhibition size. The color is sort of a salmon rose as grown in the East, with pale yellow at base of petals.

Root \$10.00 Plant \$5.00

VICTORIA (Incurved Cactus) (New)

Without doubt this incurved cactus tops all other Dahlias of this type. It was the second highest scoring Dahlia at Storrs, Conn., Trial Garden in 1933. It also received certificates in two Trial Gardens abroad in 1933. The flowers are large and neatly made, with long florets, narrow from tip to base. Plants about four feet and carry flowers on top of stems. No collection is complete without a few of the best cactus Dahlias. We have tried out many and this is the best incurved rich yellow that has been produced to date. Stock limited and is offered for the first time in this country. Has just been released from United States Quarantine. Imported under permit No. 14350.

Root \$3.00 Plant \$1.50

WHITE WONDER (Inf. Dec.) (Black-Kemp)

This description is quoted from a New Zealand commercial grower's catalog which is as follows: "This wonderful white originated in the garden of my friend and neighbour, Mr. E. S. Black, whose garden is just across the fence from our trial gardens. It is a definite cross between Kemp's Fort Monmouth and Ida Perkins and is unquestionably the largest and best white Dahlia of the informal type ever introduced. The flowers are very large, frequently attaining 12 inches in diameter, by 8-9 inches deep, and produced on stiff stems well above the foliage, and in profusion throughout the season. It is very productive of large tubers, and unusually prolific of fibrous feeding roots. The bush grows to a height of 5-6 feet, is wide spreading and many branched, from the ground up, making it possible to cut large blooms on 2-4 foot stems. Foliage is very thick and leathery like, rendering it practically immune to insect injury." Mr. J. A. Kemp of Little Silver, N. J., introduced this fine Dahlia in this country under the name of Kemp's White Wonder. It has won many victories in the show room and found a place on the American Home Honor Roll in 1932.

Root \$5.00 Plant \$2.50

YELLOW WONDER (Inf. Dec.) (New)

This is another of the celebrated Broomall introductions that has made good. The color is a deep rich yellow, the blooms are very large and held erect on long stiff stems. If you are interested in a first class exhibition flower at a low price, try this one.

Root \$2.00

CELLOPHANE WRAPPED ROOTS AND GREEN PLANTS

It is quite the proper thing these enlightening days to adopt modern methods in merchandising the better products, therefore last season we experimented in wrapping our products in cellophane wrappers and received such favorable comments from our customers that we shall continue to do so the coming year. We found that by using cellophane wrappers for our green plants it not only protected them in transit but with our specially constructed wooden box, with wide openings, the plants had plenty of light so they really were inside a portable greenhouse. Yes, it cost plenty, but nevertheless it is to our benefit that our products are packed in such a manner that they arrive at their destination in as good a condition as if our customer called and took his purchase away with him. Our customers' welfare is always our first and last thought in preparing orders for shipment. We would be pleased to hear from our Dahlia friends what they think of our new package and method of packing.

OUR "WIN A PRIZE CONTEST" WINNERS

When a contest is won or lost by an eighth, a quarter, or a half inch in diameter, the going is certainly close and the competition keen.

We want to thank and compliment all the growers who entered this contest. It was a success and we are to continue it for the coming season.

FIRST PRIZE: Won by The Davidson Dahlia Gardens, Wytheville, Ky., with a bloom of "Murphy's Masterpiece," 17 inches in diameter.

SECOND PRIZE: Won by Mr. H. J. Gallimore of East Liverpool, Ohio, with a bloom of "Eagle Rock Fantasy," 15 inches in diameter.

THIRD PRIZE: Won by Mr. Roy W. Webb, Scranton, Pa., with an "Eagle Rock Fantasy" bloom of 14 $\frac{3}{4}$ inches.

HONORABLE MENTION:

Mr. Gelsdorf, Derry, Pa.—"Satan"—14 $\frac{1}{2}$ inches.

Mr. Rufus E. Smith, Bellerose, N. Y.—"Margaret E. Broomall"—14 $\frac{1}{4}$ inches.

Mrs. Edward F. Low, Westfield, N. J.—"Eagle Rock Fantasy"—14 inches.

Mr. William Cassanova, New Haven, Conn.—"Eagle Rock Fantasy"—13 inches.

Mr. E. J. O'Keefe, Cold Spring, N. Y.—"Satan"—13 $\frac{3}{4}$ inches; "Murphy's Masterpiece"—12 $\frac{3}{4}$ inches.

Mr. T. D. Whitaker, Cunthiana, Ky.—"Eagle Rock Fantasy"—12 inches.

Many more growers sent in certified measurements on our introductions but space does not allow the listing of any specimens less than 12 inches in diameter.

Join the contest for the coming season. SEND IN YOUR CERTIFIED MEASUREMENTS.

WIN A PRIZE THIS SEASON

This season we are going to offer the following prizes to the growers of our introductions old or new. The first prize will be \$15.00 worth of Dahlia stock to the grower who produces the largest bloom in diameter on any of our introductions. The second prize will be \$10.00 worth of Dahlia stock to the next largest bloom. The third prize will be \$5.00 worth of Dahlia stock to the grower who produces the third largest bloom on any of our introductions. The only restrictions connected with this offer are, the bloom must be measured before a Notary Public, Justice of the Peace, Mayor of a city or Selectman of a town as witness, or at least two judges at a flower show. Use this blank.

Name of Grower _____ Date _____

Street _____

City or Town _____ State _____

Name of Dahlia _____ Size of Bloom _____

The above grower has appeared before me and I have measured the flower mentioned above and found it to be _____ inches in Diameter.

Signed _____ Official Office _____

City or Town _____ State _____

This blank is furnished for your convenience, but any signed statement will be acceptable.

This contest is open to all growers. Selection to the amount of prizes may be made from our 1935 catalog by the winner, except 1935 introductions. No grower can win more than one prize. This contest closes December 1, 1934, and data must be in our hands not later than that date.

INDEX

	Page		Page
Achievement	14	Lavinia Broomall	18
Ambassador	14	Lola	18
American Legion	14	Margaret E. Broomall	12
Albatross	14	Marianna	18
Amelia Earhart	14	Mid-West Dahlia News	5
American Dahlia Society	5	Monmouth Radiance	18
Arelida Lloyd	11	Monmouth Champion	19
Betty Colter	14	Montalvo	19
Cadet	13	Mrs. Emile H. Kitson	19
Caro Nome	14	Murphy's Masterpiece	17
Celeste	14	Narcissa	19
Cellophane Wrapping	21	Nat. Assoc. Com. Dahlia Growers	6
Charles G. Reed	14	Nob Hill	19
Chautauqua Regal	15	Norrine Newsom	19
Chautauqua Salute	15	Palo Alto	19
Clara Barton	15	Pekin	19
Cut Flower Varieties	10	Pompom Dahlias	9
Dahlia Collections	10	Prince of Persia	19
Dahlia Seed	10	Radiant Sun	20
Daily Mail	15	Rosina Mehaffey	20
Dixie Cardinal	15	Rudy Vallee	20
Donna California	15	Ruby Taylor	20
Dorothy Stone	15	Satan	20
Dresden	13	Sonny Boy	20
Eagle Rock Fantasy	15	Stegman	20
Eagle Rock Superba	16	Strongheart	20
Eagle Rock Wonder	16	Star of Bethlehem	20
Early Shipment Notice	3	Sultana	21
Elegance	13	Sunflower	21
Eugenia Ballay	13	The Duchess	15
Florentine	13	The Fireman	11-13
Full Moon	16	The Shriner	20
Gabriel	16	Thomas A. Edison	21
General Information	2	Thos. Hay	21
Golden Harvest	16	Tremense	21
Gorgeous	16	Victoria	21
Grandee	13-24	White Wonder	21
Ida Perkins	16	Win a Prize	22
Indiana Moon	16	Winners 1933 Contest	22
Jane Cowl	16	Yellow Wonder	21
Kaweah	18		
Kemp's Violet Wonder	18		

BALLAY-SUCCESS CHAMPION

"GRANDEE"



MONSTER IN STRIKING COLORS OF SPANISH RED AND GOLDEN YELLOW

(See Page 13)



Remember we are members of the National Association of Commercial Dahlia Growers, Inc., which guarantees a "SQUARE DEAL" to the customers of its members.

Member American Dahlia Society, Inc.; Dahlia Society of New Jersey; Dahlia Society of New England; Dahlia Society of San Francisco; Dahlia Society of California; Massachusetts Horticultural Society; Dahlia Society Southern California.

Reference: Bay State Merchants National Bank, Lawrence, Mass., or any reliable Dahlia grower in the world.